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From the editor

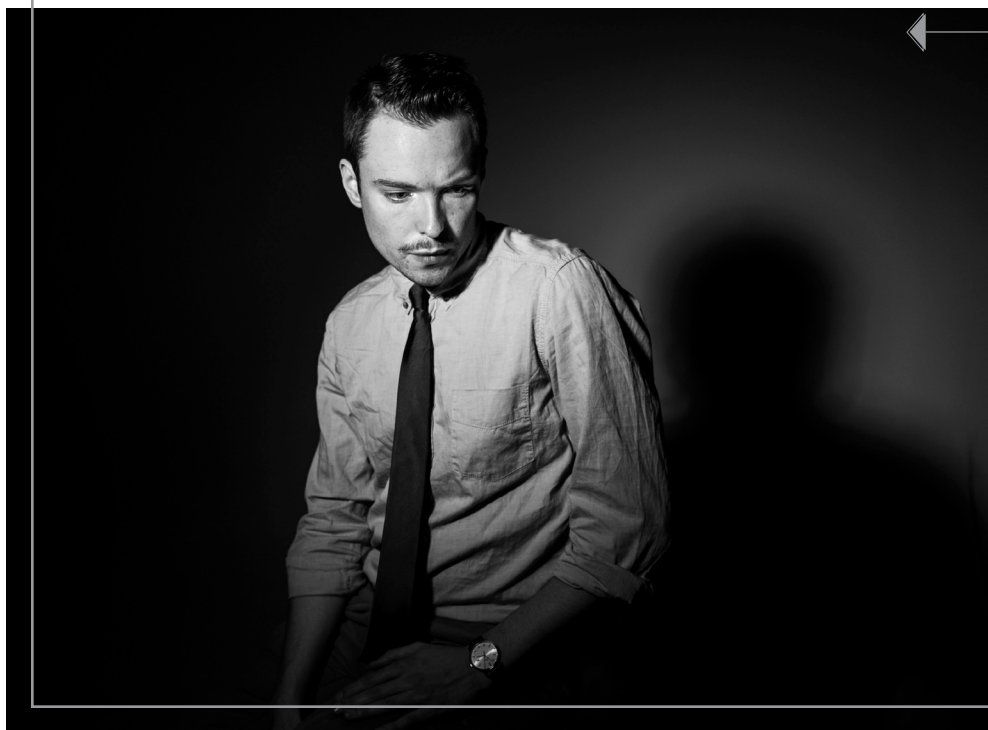
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DEAR SIRs,

The question behind what it means to be a man living in a “Cyclone State” really isn’t anything too new. But we at *Sir* still try to figure it out in our print publication and on our digital side the best we can, always having a good time putting it together. (Mostly because of our talented and dedicated staff—thank you, guys!)

Inside of our second issue you’ll find that Cory Weaver caught up with former Iowa State basketball player Jake Sullivan to talk about Sullivan’s time as a Cyclone and after (page 36), and Dean Berhow-Goll wrote an exciting column on why Iowa should be considered a “Cyclone State” (page 42). We finally get to know AJ of AJ’s Liquor and Market better as he opens up a new bar on Lincoln Way (page 12). Our cover story is a shame-free twist on the “clip-on bow tie” some of us maybe wore as kids and might

still “clip-on” on a good Saturday night, showing you another easy way to upgrade your wardrobe, no matter who you are.

The fall semester and November are wrapping up, which means a few things. Personally, I was able to vote in a presidential election for the first time, which is an indescribable feeling (don’t worry, we won’t be bothering you about any sort of election in these pages). November is also a special month for many guys, especially the ones who have the ability to grow a beautiful beard for No Shave November, a month-long celebration of men being men. But November is also a month familiar with another popular facial hair celebration: Movember, where some men grow mustaches to raise funds and awareness for men’s health issues, such as prostate and testicular

NOTICE THAT "MUSTACHE" ON MY
FACE. MY DAD WILL BE SO PROUD.

cancer (check it out at: us.movember.com, and join the "Sir Magazine" team!). You may have seen guys walking around campus and wondered why they were sporting the dad 'stache from the 90s, and it's been refreshing for us at *Sir* to realize that we have a rare opportunity to truly help a fellow man out simply by growing, or trying to grow, a mustache (even the women on our staff tried), and talking about men's health, especially when you have a personal connection to the cause.

For me, when the first day of December comes and goes, my mustache will stay with

me. Maybe not for the entire month, but for a while. And for thirty cold days in the Month of the Turkey and even further, it's not just about how gross your beard might be or a competition with your buddies to see if you have leftovers in it for a week (recipes on page 8, thanks to Caitlyn Diimig), but we're able to make some sort of small, weird, hairy difference for guys who are in a situation that any one of us could encounter. Whether you raise money or raise a 'stache, it's important. And with that, a small part of what it means to be a man starts to make some sense for me, and maybe even for you.

Cheers,
JOHN LONSDALE



*From our
hands...
to her
heart!*

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